

**SUO MOTU ADVERTISEMENT  
CASE NO. 149 OF 2023**

**BEFORE THE MAHARASHTRA REAL ESTATE REGULATORY AUTHORITY,  
MUMBAI**

**SUO MOTU ADVERTISEMENT CASE NO. 149 OF 2023**

MahaRERA on its Own Motion

.... Complainant

Versus

K Raheja Realty Private Limited

.... Respondent/Promoter

**MahaRERA Project Registration No. – NA**

**Coram: Dr. Vasant Prabhu, Secretary, MahaRERA**

Ms. Sangeeta Lanjewar appeared for the Promoter/Respondent

**ORDER**

19<sup>th</sup> June 2023

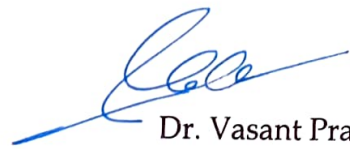
(Through Video Conferencing)

1. The Advertising Standards Council of India had issued an intimation letter dated 31.10.2023 to the Promoter above named for issuing an advertisement on Instagram Platform, dated 20.10.2023 in regard to their real estate project “Raheja Interface Heights” situated at Mumbai without incorporating the Project Registration Number and the Quick Response (QR) Code of the said real estate project in the said advertisement.
2. The Promoter, through its written submission dated 08.11.2023 stated that the said advertised project had received occupation certificate and building completion certificate on or before 9<sup>th</sup> July 2021 from the Competent Authority and thus, the said project is a completed project. The Promoter further stated that only after obtaining occupation certificate of the said project, they have promoted and/or marketed the said project. As the said project was complete, therefore, the captioned advertisement contained “Ready Possession”, “OC Received” and “No GST.”
3. In this regard, a hearing was scheduled on 08.12.2023 through video conferencing as per the MahaRERA Circular No. 27/2020 and MahaRERA Order No. 593/2023, wherein the Promoter can appear through its representatives and make its

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advertisement post on Instagram pertains to their club house, which is a common amenity for the six buildings shown thereon i.e. Buildings A, B, C, D, E and F which are all having full occupation certificate. Further, the club house structure in Interface Heights has obtained full OC on 30.05.2016 and therefore, the question of displaying registration number and QR code does not arise.

7. Additionally, the Promoter also submitted that they have promoted, marketed and sold each of the apartment of the project from and out of the aforesaid six buildings only after obtaining their respective full occupation certificates.
8. Therefore, considering the Promoter's oral and written submissions, it becomes manifestly clear that the Promoter does not stand in violation of Section 11(2) of the Real Estate (Regulation and Development) Act, in conjunction with MahaRERA Order No. 46/2023 dated 29.05.2023 read with MahaRERA Order No. 46A/2023 dated 25.07.2023.
9. In view of the above, the present case stands disposed of.



Dr. Vasant Prabhu

**Secretary, MahaRERA**